

Application No. 09/849448(Docket: DT.0104)  
37 CFR 1.111 Amendment dated 02/15/2006  
Reply to Office Action of 11/16/2005

### AMENDMENTS TO THE ABSTRACT

Please delete the section entitled "ABSTRACT OF THE DISCLOSURE" in its entirety and substitute the following section therefor:

#### ABSTRACT OF THE DISCLOSURE

~~An optimum promotion plan for merchandising of products for sale includes a~~ A method  
~~for providing an interface to an apparatus for optimizing a promotion plan for~~  
~~merchandising products, including utilizing a computer-based scenario/results processor~~  
~~within an optimization server to present a sequence of data entry templates to a user,~~  
~~whereby the user specifies an optimization scenario, the optimization server optimizing~~  
~~the promotion plan according to modeled market demand for the products and calculated~~  
~~demand chain costs for the products, where the calculated demand chain costs include~~  
~~fixed and variable costs for the products; and generating a plurality of optimization~~  
~~results templates and providing these templates to the user, wherein optimum promotion~~  
~~events and optimum supplier offers are presented.~~ scenario/results processor that enables a  
~~user to prescribe an optimization scenario, and that presents the optimum promotion plan~~  
~~to the user, where the optimum promotion plan is determined by execution of the~~  
~~optimization scenario, and where the optimum promotion plan is determined based upon~~  
~~estimated product demand and calculated activity based costs. The calculated activity~~  
~~based costs include fixed and variable costs for the products for sale. The~~  
~~scenario/results processor has an input/output processor and a scenario controller. The~~  
~~input/output processor acquires data corresponding to the optimization scenario from the~~  
~~user, and distributes optimization results to the user. The scenario controller is coupled to~~  
~~the input/output processor. The scenario controller controls the acquisition of the data~~  
~~and the distribution of the optimization results in accordance with a promotion plan~~  
~~optimization procedure.~~